



WCVB
5 TV Place
Needham, MA 02492
Main: (781)449-0400
Billing: (781)433-4283

www.thebostonchannel.com

Billing Address:

GMMB
Attention: Accounts Payable
3050 K St, NW
Washington, DC 20007

Send Payment To:

WCVB
P.O. Box 26874
Lehigh Valley, PA 18002-6874

Invoice #	Invoice Date	Invoice Month	Invoice Period
956717-1	10/07/12	October 2012	10/01/12 - 10/04/12

Station	Account Executive	Sales Office	Sales Region
WCVB	Scott Tarka	Boston	Local

Advertiser	Product	Estimate Number
Obama/D/President	Candidate Orders	1881

Flight Dates	Order #	Alt Order #
09/28/12 - 10/04/12	956717	WOC10034961

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
9912856	95	101

Agency Ref	Advertiser Ref
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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
1	09/28/12	10/04/12	5a Eyeopener	5-6a	MTWT---	2:00	1	\$1,600.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date 09/28/12 End Date 10/04/12 MTWTFSS MTWT---									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB W 10/03/12 5:27 AM 5a Eyeopener 5-6a 2:00 OFA12G131H \$1,600.00 NM									
2	09/28/12	10/04/12	6a Eyeopener	558-7a	MTWT---	2:00	2	\$3,600.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date 09/28/12 End Date 10/04/12 MTWTFSS MTWT---									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WCVB M 10/01/12 6:37 AM 6a Eyeopener 558-7a 2:00 OFA12G131H \$3,600.00 NM									
1 WCVB W 10/03/12 6:58 AM 6a Eyeopener 558-7a 2:00 OFA12G131H \$3,600.00 NM									
3	09/28/12	10/04/12	Good Morning America	658-9a	MTWT---	2:00	2	\$3,200.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date 09/28/12 End Date 10/04/12 MTWTFSS MTWT---									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB M 10/01/12 8:46 AM Good Morning America 658-9a 2:00 OFA12G131H \$3,200.00 NM									
2 WCVB W 10/03/12 8:37 AM Good Morning America 658-9a 2:00 OFA12G131H \$3,200.00 NM									
4	09/28/12	10/04/12	LIVE WITH KELLY & MIC9A-10A		MTWT---	2:00	1	\$1,200.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date 09/28/12 End Date 10/04/12 MTWTFSS MTWT---									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB W 10/03/12 9:45 AM LIVE WITH KELLY & MICHAEL 9A-10A 2:00 OFA12G131H \$1,200.00 NM									
5	09/28/12	10/04/12	STEVE HARVEY DAY	10-11a	MTWT---	2:00	1	\$600.00	NM
Class of Time- Immediately Pre-emptible No Makegood Required									
Weeks: Start Date 09/28/12 End Date 10/04/12 MTWTFSS MTWT---									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB Tu 10/02/12 10:45 AM STEVE HARVEY DAY 10-11a 2:00 OFA12G131H \$600.00 NM									
6	09/28/12	10/04/12	The View	1058-12n	MTWT---	2:00	1	\$2,800.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date 09/28/12 End Date 10/04/12 MTWTFSS MTWT---									

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
6	09/28/12	10/04/12	The View Class of Time - Pre-emptible with notice	1058-12n	MTWTF--	2:00	1	\$2,800.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB Tu 10/02/12 The View 1058-12n :00 \$2,800.00 NM Unresolved									
7	09/28/12	10/04/12	Midday News Class of Time - Immediately Pre-emptible without notice	1158a-1230p	MTWTF--	2:00	1	\$1,600.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/28/12 10/04/12 MTWTF-- 1 \$1,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB Th 10/04/12 12:28 PM Midday News 1158a-1230p 2:00 OFA12G131H \$1,600.00 NM									
8	09/28/12	10/04/12	Millionaire Class of Time - Immediately Pre-emptible without notice	1228-1p	MTWTF--	2:00	1	\$1,600.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/28/12 10/04/12 MTWTF-- 1 \$1,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB Th 10/04/12 12:47 PM Millionaire 1228-1p 2:00 OFA12G131H \$1,600.00 NM									
9	09/28/12	10/04/12	1-2p Class of Time - Pre-emptible with notice	1-2p	MTWTF--	2:00	1	\$3,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/28/12 10/04/12 MTWTF-- 1 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB W 10/03/12 1:28 PM 1-2p 1-2p 2:00 OFA12G131H \$3,000.00 NM									
10	09/28/12	10/04/12	KATIE COURIC DAY Class of Time- Immediately Pre-emptible No Makegood Required	3-4p	MTWTF--	2:00	1	\$1,600.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/28/12 10/04/12 MTWTF-- 1 \$1,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB W 10/03/12 3:45 PM KATIE COURIC DAY 3-4p 2:00 OFA12G131H \$1,600.00 NM									
11	09/28/12	10/04/12	ELLEN EF Class of Time - Immediately Pre-emptible without notice	4P-5P	MTWTF--	2:00	2	\$2,800.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/28/12 10/04/12 MTWTF-- 2 \$2,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB Tu 10/02/12 4:30 PM ELLEN EF 4P-5P 2:00 OFA12G131H \$2,800.00 NM									
2 WCVB Th 10/04/12 4:36 PM ELLEN EF 4P-5P 2:00 OFA12G131H \$2,800.00 NM									
12	09/28/12	10/04/12	Newscenter 5 at 5 Class of Time - Immediately Pre-emptible without notice	5-6p	MTWTF--	2:00	1	\$3,200.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/28/12 10/04/12 MTWTF-- 1 \$3,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB Tu 10/02/12 5:21 PM Newscenter 5 at 5 5-6p 2:00 OFA12G131H \$3,200.00 NM									
13	09/28/12	10/04/12	Newscenter 5 at 6 Class of Time - Pre-emptible with notice	6-630p	MTWTF--	2:00	1	\$8,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/28/12 10/04/12 MTWTF-- 1 \$8,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB Th 10/04/12 6:27 PM Newscenter 5 at 6 6-630p 2:00 OFA12G131H \$8,000.00 NM									
14	09/28/12	10/04/12	Chronicle Class of Time - Immediately Pre-emptible without notice	728-8p	MTWTF--	2:00	1	\$4,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/28/12 10/04/12 MTWTF-- 1 \$4,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers
 We warrant that the actual broadcast information shown on this invoice was taken from the program log

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14	09/28/12	10/04/12	Chronicle	728-8p	MTWTF--	2:00	1	\$4,000.00	NM
Class of Time - Immediately Pre-emptible without notice									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB M 10/01/12 7:51 PM Chronicle 728-8p 2:00 0FA12G131H \$4,000.00 NM									
15	09/28/12	10/04/12	Newscenter 5 at 11	11-1130p	MTWTF--	2:00	2	\$6,400.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/28/12 10/04/12 MTWTF-- 2 \$6,400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB Tu 10/02/12 11:23 PM Newscenter 5 at 11 11-1130p 2:00 0FA12G131H \$6,400.00 NM									
2 WCVB W 10/03/12 11:26 PM Newscenter 5 at 11 11-1130p 2:00 0FA12G131H \$6,400.00 NM									
16	09/28/12	10/04/12	M-F Inside Edition	658-730p	MTWTF--	2:00	2	\$6,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/28/12 10/04/12 MTWTF-- 2 \$6,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WCVB W 10/03/12 7:20 PM M-F Inside Edition 658-730p 2:00 0FA12G131H \$6,000.00 NM									
1 WCVB Th 10/04/12 7:20 PM M-F Inside Edition 658-730p 2:00 0FA12G131H \$6,000.00 NM									
17	09/28/12	10/04/12	Nightline	1135p-1206a	MTWTF--	2:00	1	\$2,400.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/01/12 10/07/12 MTWTF-- 1 \$2,400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB M 10/01/12 11:55 PM Nightline 1135p-1206a 2:00 0FA12G131H \$2,400.00 NM									

Total Spots **21**

Payment Terms 30 Days

<u>Gross Total</u>	\$72,800.00
<u>Agency Commission</u>	\$10,920.00
<u>Net Amount Due</u>	\$61,880.00